PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Lawrence Morrisroe, et al.

Examiner:

Yehdega Retta

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Title:

METHOD AND SYSTEM FOR CREATING, SERVING AND

TRACKING ADVERTISEMENTS

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CERTIFICATE OF TRANSMISSION

1 hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on January 29, 2008.

Name: Christine Lugas

AMENDMENT FILED WITH AN RCE

Date: January 29, 2008

Mail Stop RCE Commissioner for Patents Post Office Box 1450 Alexandria, Virginia 22313-1450

Sir:

This paper is being filed with a Request for Continued Examination (RCE), and is in response to the Office Action mailed November 2, 2007.